

The STORAGRAM



Our New President
E. J. Kaufmann

Vol. V. February-March Nos. 2-3

The Vacation Savings Club is Still Open

Have you joined the Vacation and Christmas Savings Club?

If not, why not?

It gives you your best chance to arrange for a carefree Vacation and Christmas.

It helps you to become more secure in your life. A rainy day often comes, and *if you do not have an umbrella you won't feel comfortable.*

It sets your money to work for you. The interest gained is a valuable addition to your capital. You work for others, get busy and have something work for you!

Money may be deposited every Wednesday morning with Miss Keefe or Miss Curtin, Club Credit Office, Sixth Floor.

The STORAGRAM

The management does not see this publication until it is issued, therefore assumes no responsibility for articles printed in it

Published monthly by and for the employees of Kaufmann's, "The Big Store"; printed and bound in our own Printing Shop

Vol. V

Pittsburgh, Pa., February-March

No. 2-3

K

K

When Nature Wants A Man

When Nature wants to drill a man
And thrill a man
And skill a man,
When Nature wants to mold a man
To play the noblest part;
When she yearns with all her heart
To create so great and bold a man
That all the world shall praise—
Watch her method, watch her ways—
How she ruthlessly perfects
Whom she royally elects;
How she hammers him and hurts him,
And with mighty blows converts him
Into trial shapes of clay which only Nature under-
stands—
While his tortured heart is crying and he lifts be-
seeching hands!
How she bends, but never breaks,
When his good she undertakes,
How she uses when she chooses
And with every purpose fuses him,
By every art induces him
To try his splendor out—
Nature knows what she's about.

ANGELA MORGAN.

K

K

Mr. E. J. Kaufmann, Son of a Founder Elected President of "The Big Store"

OUR NEW PRESIDENT

Mr. Edgar J. Kaufmann went to Europe several years ago. When he returned, he received a welcome that was 100% sincere. It showed how popular he was.

But that welcome paled into a mere nothing compared to the one he received when he was elected to the high office of president of The Big Store. It was the welcome given to a loved friend. I do not refer much to the beautiful floral tributes expressive as they were. I refer to the many Fellow-workers who made it a point to come to him and congratulate him sincerely, telling him, "We are glad that you have been elected president. We know that you will make good, and we wish you well."

"E. J.," as he is lovingly known by all the Fellow-workers, was completely swept off his feet by this unexpected show of sincere affection. Nothing else could be as welcome to him, because it showed him that The Big Store was with him, for him, and back of him. What a wonderful welcome to him in his new and difficult position! It was the best welcome a new executive could receive, because it was a true one.

Mr. Kaufmann deserves the tributes of affection and encouragement given him. He is a real man, a real worker and a real friend. He has worked in every section of The Big Store and his life was not a bed of roses, either. Capable instructors coached him.

Mr. Kaufmann has a personality that radiates friendliness and sympathy. He can and does put himself in the other fellow's place. He has a broad conception of the duties of an employer. He will be a strict leader, but no one will need be afraid of him. He will always listen to any complaint and dispose of it justly. Great things are expected of him, and it is safe to say that these expectations will be realized. He will handle a mighty responsibility and will handle it well. It is a privilege to preside over our great institution and do it well.

Mr. Kaufmann, The Big Store is proud to receive you as the new president. We are with you to help in you. We wish you success! We see in you a true friend, in whom we can believe. That you will be a good leader.

Good luck to you Mr. President!

The following letter shows that The Big Store is always interested in helping the needy—EDITOR.

THE AMERICAN COMMITTEE FOR RELIEF OF GERMAN CHILDREN

Feb. 25, 1924.

Kaufmann's Dept. Store,
Pittsburgh, Pa.

Attention Mr. E. J. Kaufmann.

Gentlemen:

Please be assured of the appreciation of the officers and Executive Committee of the American Committee for the Relief of German Children for your kind co-operation and especially for delivering supplies to a list of schools.

It is just such co-operation as you have shown that has enabled this Committee to furnish the American Quakers, who are distributing food to little children in Germany, with the fund of \$144,000.

Again expressing our thanks and greatness to those who helped make this possible, beg to remain

Sincerely yours,

R. H. WARDROP,

Chairman, Western Pennsylvania,
SOPHIE LEVIN,
Executive Director.

AN AFFECTIONATE
GREETING

JOHN
HE

Mr. Edgar

Pres. Kaufmann
Pittsburgh

My dear Mr.

It would be a pleasure
writing you and the de-
cision last S

Almost
present and
as a result
occasion.

Trusting
charge of you

portunity of
and service
our organiza-
grant.

s vicinity were
praise was heard
received on this

those that were in

am,
yours,

FRED W. JONES,
Chairman, Banquet Committee.

Why Department Stores Burn

(In the December, 1923, "Safeguarding America against Fire," published by the National Board of Fire Underwriters, there appeared a most interesting article on this subject of department store fires. Owing to its great length, THE STORAGRAM could not republish it as a whole, but has selected the most salient points. Read the article very carefully, because it affects every one of us. EDITOR).

During the three-year period 1919-1921, department stores suffered fire losses, (on contents alone,) of \$30,000,000.

While department stores are not public institutions in the sense of the word as applied to hospitals, schools and churches, yet the paramount obligation in their erection and maintenance is the same—Safety to Life. At certain seasons, notably at Christmas time and during the winter months, stores are a mecca for great crowds, among whom women and children invariably predominate. At such times they house more people in proportion to floor space than any other kind of structure. Consequently, such buildings must be designed to resist fire, must be safe to occupy as well as to leave, and must have most adequate methods of egress for large crowds.

Schools, hospitals and the like have a more or less definite attendance or occupancy, for that figure is closely estimated. Such is not the case with a department store. It has no means whatever of determining the number of people that may be under its roof at any time. Therefore, it is a real problem to determine just how many exits are needed. When the capacity of the aisles is known, (as in the case of a theatre, for instance), and this provides a basis for determining the number and position of exits, the exits should be widely separated and the aisles must suffice to empty the building in the event of a fire, but also of the maximum crowd. The exits, (street doors), must be in direct communication with the exit channels. A ten-foot wide aisle means trouble!

A narrow aisle means a narrow floor, and a narrow floor means a special fire escape. To a department store, a fire escape is a natural part of its equipment.

The fire escape is a natural part of its equipment. The fire escape is a natural part of its equipment. The fire escape is a natural part of its equipment.

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Now, what are the causes of department store fires?
1—Matches—
2—Stoves, Fire
3—Electricity
4—Defective chimneys
5—Rubbish and
6—Hazards from
7—Incendiarism.

The means whereby fires are spread:
1—Good Watchman Service.
2—Private fire brigades.
3—Educating the employees.

In this article, only one fire cause will be touched upon—matches—smoking.

Statistics show that the careless use of matches and smoking on the sly are the most serious originating causes of fire in department stores. It is not fair to blame only the employee for every breaking of this rule. Many customers enter the store while smoking. Where a city ordinance forbids this, measures can be taken against such practices. Otherwise, the store can discourage the practice of posting, "No Smoking!" signs prominently, and courteously calling attention to them, if necessary.

The employee who disregards the positive injunction against smoking, lays himself open to a very great responsibility. Here in Kaufmann's, we have a rule positively prohibiting smoking, except in certain designated places. Smoking is permitted in the Eleventh Floor Restaurant and in the Employees' Dining Room on the Thirteenth Floor, and nowhere else! In other words, it is not permitted in the Wash Rooms and corners of the building.

So much has been said and preached against violations of this rule that it is really superfluous to say more. I would like you to just remember that a carelessly thrown-away cigarette butt, or a match, can cause untold damage and loss of life. Be careful and use your privileges intelligently.

The Object of Sales Talk

What is the object of a sales talk? To make a sale? No.

First—To gain the confidence of the customer in you.

Second—To give her an understanding of your stock.

Third—To satisfy her that the article in question is more valuable than the money she has, because the article will satisfy a want or need.

Fourth—To arouse her instincts and desires and remove the obstacles to action.

Fifth—And to do all these things that you may give her the word of command to buy.

The sales talk does not make the sale—it merely gets the customer to the point where a sale may be made. It is this word of command given by the customer that makes the sale, and the sale will never take place until this word of command is given. (Adapted from Lefax).

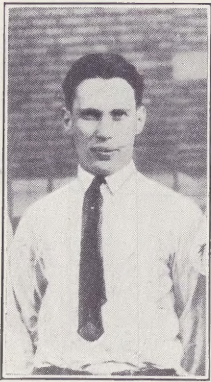
That Address

A few days ago, a customer had just given her address on a charge purchase. The clerk looked at the address given, looked again, and finally said to the customer, "Mrs.—, is 5724 your street number?" "Heavens, no!" gasped the lady, "that's my telephone number. How did you guess?" "I didn't," replied the saleslady, "but I happen to know that the numbers on that street don't run that high."

"Well, I'm glad you caught the mistake," said the customer, "because, if the merchandise would not have been delivered, I would have blamed you, and it would have been my own fault. How do you sales people make sure that you do get the correct addresses?"

"By calling back name and address given by the customer, and also by showing her the salescheck. These two methods are almost certain to make sure that wrong spellings or addresses are caught."

"That sounds like a fine method," said Mrs.—, "and I feel sure that if every sales clerk lived up to it, there would be less mistakes."



Stepping Upward

No other words could express as clearly Mr. Maurice Simon's career with The Big Store. He came to us about seven years ago as a stock boy, first in Candy, then in Drugs. After being the head of Drug Stock, he went on the floor and learned the sales end.

Now that Mr. Evans has left, Mr. Simon has been promoted to the position of Assistant to Mr. Paley. He will make good, because he has always kept in mind the fact that the work in hand should be done right.

Right here is a good place to mention that Kaufmann's, as far as is possible, fill higher positions from the ranks of those Fellow-workers whose work warrants a higher and better position. The job ahead of you is out of your reach *only* if you make it so.

THE STORAGRAM is glad to see Mr. Simon advance and wishes him unqualified success. As you perhaps know, Maurice is a very good baseball player, and we can expect some cracker-jack playing this season, when he sends in those wicked curves.



The Busy Man

If you want to get a favor done
By some obliging friend,
And want a promise, safe and sure,
On which you may depend,
Don't go to him who always has
Much leisure time to plan,
But, if you want your favor done,
Just ask the busy man.

The man with leisure never has
A moment he can spare;
He's busy "putting off" until
His friends are in despair.
But he whose every waking hour
Is crowded full of work,
Forgets the art of wasting time—
He cannot stop to shirk.

So when you want a favor done,
And want it right away,
Go to the man who constantly
Works twenty hours a day.
He'll find a moment, sure, somewhere,
That has no other use,
And fix you while the idle man
Is framing an excuse.

—Publisher Unknown

The \$1000 Poster Contest

February first closed the most successful Commercial poster contest ever staged in Allegheny County. It was a Kaufmann enterprise, of course, and was carried out in a way that showed how public spirited "The Big Store" is.

The contest had as subject the various sale events held throughout the year by The Big Store, namely the January and May White Sales, The February Furniture Sale, the March Houseware Sale, the April Fashion Play, the June Anniversary Sale, the July Trunk and Bag Sale, the August Kuppenheimer Sale, the September Sampeck Sale, the October Fashions for women, and Christmas Posters, certainly a wide and varied range of subjects.

The purpose of the Contest was to stimulate an interest in commercial art in the various schools of Allegheny County from the elementary grade up. To give an adequate stimulus it was announced that 60 prizes totaling \$1000 would be given to those whose posters would be judged the best.

Contestants were divided into three classes. Class One, comprised the students of the college, universities and higher technical schools in Allegheny County.

Class Two comprised pupils of the private and public high schools or schools of equivalent rank in the same territory.

Class Three comprised pupils of public elementary schools in the same area.

It was stipulated that each participant was required to submit a bona fide pupil or student in.

Each participant was required to submit a sketch 18 inches wide and 23 inches high, or tempera color was permitted.

The contest was closed February 1, 1924.

The jury to award the prizes was composed of five members as regards the forcefulness and execution of the message conveyed, on the merit of the poster composition, on the merit of the drawing and the merit of execution.

Announcements were sent to all schools in Allegheny County and follow-up letters were sent at regular intervals. These letters were of great assistance to contestants in that they answered all questions and gave whatever help was needed. Quite a few art instructors wrote to tell how much interest had been aroused, and that many good posters could be expected.

The first poster was sent in about the middle of October, the last hundred or so, a few minutes before closing time on February first. Over 850 were sent in, and nobody had expected more than four or five hundred at the utmost. It goes to show that the art instructors and students in Allegheny County are alert and eager to show what they can do.

All the posters were hung in our Auditorium, and they were certainly a wonderful display! It was hard to believe that this was the work of students, so original and effective were the designs submitted. The awards

- The jury:
- 1—Mr. J. H. Baird, Director, Board of
 - 2—Mr. G. G. O'Brien, formerly president of the
 - 3—Mr. G. P. Baird, Sec. of the City Art Commission.
 - 4—Mr. E. D. Balken, Acting Director, Department of Fine Arts, Carnegie Institute.
 - 5—Mr. J. C. Peters, head designer, O. J. Gude Co.
 - 6—Miss Antelope Redd, Art critic of the Pittsburgh

Post.

It took the jury two days to select the prize winners. They had a big job ahead of them, and they went at it thoroughly and impartially. Their awards were very fair and have been commended by those who visited the exhibit.

The posters were an exhibit for one week in the Auditorium and were visited by quite a few people, in spite of the atrociously bad weather. The visitors enjoyed themselves. It is seldom that the average person is privileged to see such a good collection of artistic poster work of an amateur kind.

The Prize Winners are as follows:

College Group.

1—Margaret S. Weiland, Carnegie Tech.....	\$125.00
2—John G. Carr, Carnegie Tech.....	100.00
3—Walter G. Dieter, Carnegie Tech.....	75.00
4—Robert E. Lee, Art Students' Guild.....	50.00
5—Samuel Filner, Irene Kaufmann Settlement.....	35.00
6—Charles Schuman, Art Students' Guild.....	25.00
7—Walter E. Manges, Art Students' Guild.....	15.00
8—Frances Schultheis, Carnegie Tech.....	10.00
9—Hymen Seinberg, Artists' League of Pgh.....	10.00
10—J. M. Custer, Art Students' Guild.....	10.00
11—V. S. Molknauer, Carnegie Tech.....	10.00
12—James W. Barbour, Art Students' Guild.....	10.00

School Group.

1—Peabody High School.....	\$ 50.00
2—Peabody High School.....	35.00
3—Peabody High School.....	25.00
4—Peabody High School.....	15.00
5—Peabody High School.....	10.00
6—Peabody High School.....	10.00
7—Peabody High School.....	10.00
8—Peabody High School.....	10.00
9—Peabody High School.....	10.00
10—Peabody High School.....	10.00
11—Peabody High School.....	10.00
12—Peabody High School.....	10.00
13—Peabody High School.....	10.00
14—Peabody High School.....	10.00
15—Peabody High School.....	10.00
16—Peabody High School.....	10.00
17—Peabody High School.....	10.00
18—Peabody High School.....	10.00

Public School Group.

1—Alvan Graham, Madison School.....	\$ 25.00
2—Millard F. Howse, Bedford School.....	15.00
3—Andrew Gmitter, Wickersham School.....	10.00
4—Mary Mahnick, Wickersham School.....	5.00
5—Howard Solomon, Lawrence School.....	5.00
6—Beatrice Miller, Madison School.....	5.00
7—Florence Levy, Madison School.....	5.00
8—Louis Coles, Madison School.....	5.00
9—Robert Bright, Friendship School.....	5.00
10—Jane McCouldrick, Wickersham School.....	5.00
11—Allie Wilhelm, Wickersham School.....	5.00
12—John Perraso, Peabody School.....	5.00
13—Henrietta Ludwig, Peabody School.....	5.00
14—Edith Ruben, Peabody School.....	5.00
15—Michael Cherep, Peabody School.....	5.00
16—Frank Grandin, Peabody School.....	5.00
17—Vivian Tate, Peabody School.....	5.00
18—Nina Stickler, Peabody School.....	5.00
19—George Visnick, Wickersham School.....	5.00
20—Margaret Combs, Watt School.....	5.00
21—Lillian Thompson, Watt School.....	5.00
22—John Gibson, Dilworth School.....	5.00

24—Jane Rall, Madison School.....	5.00
25—Catherine Leschinsky, Wickersham School.....	5.00
26—Benjamin F. Garvin, Conroy School.....	5.00
27—Vincent Koree, Lawrence School.....	5.00
28—Dorothy Pittinger, Linden School.....	5.00
29—Meribah Moore, Linden School.....	5.00
30—John Sherrer, Dilworth School.....	5.00

In addition the Art Fund of Peabody High School received \$50.00, while that of the Madison School received \$25.00. First prize in high and public school groups were thus equally divided between student and school.

The prize winning posters were on exhibit in the School of Fine Arts of Carnegie Tech for two weeks. This was done to satisfy the demand that a longer exhibition time be given. While at Tech, the posters were viewed by many visitors who enjoyed them very much.

It was a publicspirited event, this Poster Contest. It is doubtful if any other Pittsburgh Institution could have carried out such a project as well as "THE BIG STORE" did. KAUFMANN'S is always first.



It Doesn't Help The Store

IF YOU make a practice of gossiping while customers await attention.

IF YOU send the goods C. O. D., when the customers ask to have them "charged."

IF YOU fail to know what is advertised and on display in the window.

IF YOU ridicule the dress, looks or manner of the store's guests.

IF YOU slight the small sale that comes your way.
IF YOU go to "cover up" before finishing with the sale.

IF YOU go to wash or "cover up" before finishing with the sale.

IF YOU make misleading statements and false promises to close a sale.

WHEN you allow the customer to wait overlong for parcel and change.

WHEN you fail to afford the "looker" the same courtesy as the buyer.

WHEN you tell customers your personal affairs or attempt to belittle the store system or personnel.

When you fail to afford the junior caller the same attention as their elders.—Dyas Mirror.



What One Fellow-Worker Learned

A Fellow-worker makes a friendly protest:

It happened in the Toilet Goods Department, but as mistakes can happen in any department, the article ought to be of value to our readers.

EDITOR.

A fellow-worker purchased a box of cosmetics, flesh and the saleswoman was very courteous and obliging and the customer was very much pleased with the service. He went away thinking what a fine Toilet Goods Department we had and that he would recommend it to all his friends.

When he got home, his wife opened the package and discovered that the color was white, not flesh colored. This discovery naturally put a damper on the enthusiasm shown by the customer.

The Fellow-worker who reported this incident is one of our Sales-force. He said that it taught him a lesson to be sure that he has sold exactly what is wanted. He hopes that all other Fellow-workers live according to the same rule.



Mr. E. J. Kaufmann
Our New President
- Congratulations -
Buyer's Association.

To Our
New President
Mr. E. J. Kaufmann
From Your 3000
Loyal Employees.

Flowers are Love's truest language; they betray,
Like the divining rods of magic old,
Where precious wealth lies buried, not of gold.
But love—strong love, that never can decay!

THE STORAGRAM

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FEBRUARY-MARCH 1924

"The Question Of Appearance"

A man who is now a power in American business, years ago went to an older friend in keen discouragement after he had been working two years. The boy knew, and so did the friend, that the worker had intelligence, energy, honesty, and many other qualities that make for success.

"Why don't I get ahead?" he demanded. "I work harder than the other boys, but two of them who began with me have been promoted, while I just seem to

be not likely to win promotion," the friend answered frankly, "until you learn to brush your hair every morning, to keep your teeth and finger nails in good condition, to wear fresh linen."

The story goes on to say that the boy accepted the advice in the right spirit, and soon looked the part of a clean-cut, well-groomed young business man. His truly remarkable qualities were not obscured by his careless appearance, his advance was as rapid as deserved to be.

The writer says further that the impression of you, as you "get across" counts much in getting a job and keeping it. Even if first-class recommendations are presented the employer merely glances at them, then concentrates on the personality of the applicant or employee—an appearance plays an important part in first impressions of personality.

Both the young man and the young woman beginning a business career may go wrong in the matter of appearance. If the girl sometimes overdresses her part, the boy is likely to go to the opposite extreme; especially if he happens to be a country boy whose work at home necessarily was done in rough clothes, and who has not been taught to keep his shoes shined or his trousers pressed.

No one expects the boy applying for his first job to look like a tailor's model; but, however poor, he can and must look clean and trim. A slovenly appearance is often the label of a slovenly mind; therefore, employers are justified in their criticism of appearance. —Boy Life.

* * *

Boost

Boost, and the world boosts with you;

Knock and you're on the shelf;

For the world gets sick of the one who kicks

And wishes he'd kick himself.

Boost when the sun is shining,

Boost when it starts to rain;

If you happen to fall, don't lie there and bawl,

But get up and boost again.

Boost for your firm's advancement,

Boost for the things sublime;

For the worker that's found on the topmost round

Is the booster every time.

* * *

Courtesy As An Asset To Salesmanship

Good manners spring naturally from a kindly heart and a desire to assist. Therein lies a genuine, positive quality.

A good salesperson will never "guy" customers, give short or flippant answers to questions, nor will he laugh at the mistakes of others. He will look especially after the comfort of elderly people, country folks and women with children. He will answer the needless questions of all these in such manner as to make them feel at ease; and in various ways will supply an air of courtesy, which is contagious.

No doubt customers are often very trying, but it is the business of a good salesperson to meet discourtesy with unflinching patience. If the person you are dealing with is foolish, vain, overbearing or impudent, do not imitate him. Everybody is really decent in spots, and I have seen the gentle answer completely disarm a grouch who was bent on chewing the "red rag of wordy warfare." Yes, courtesy is catching.

A good salesperson can make a counter lined with customers feel happy. Of course, it is not alone for a salesperson to see how kindness lubricates life. Courtesy in every avenue of life is the growing rule. No one lowers himself by giving somebody a lift, no matter who that somebody is. It may be an ignorant foreigner, unversed in our ways and language, but there is a right and wrong way, even in pantomime.

Of course, I do not know how much this courtesy counts in actual dollars in a year, but surely it is a tidy sum.

It increases revenues, because it means friends; and friends mean patrons. When you divert a customer from your department through discourtesy you lose his business. Conversely, when you increase the number of your friends you increase your business.

Thus, out of kind thoughts, crystallized into courteous acts, are dollars coined. Regardless of your position, courtesy will invariably raise you above your present situation in life.

E. L. BLUGEOT,

In the Great White Store Circle.

* * *

Courtesy Is Always Remembered

A customer made a special trip to the store in order to tell Miss M. A. Maloney how agreeably she felt because of her treatment in the Blue Bird Room.

She told Miss Maloney that Miss Marie Pauly waited upon her, and was most agreeable and efficient in her attentions. Miss Pauly was taking care of about six people at the time, yet found time to take care of each customer in a first-class manner.

THE STORAGRAM agrees with Miss Maloney that Miss Pauly deserves a pat on the back, and feels sure that those who are taken care of by her, will never have cause to complain.



Harry Snyder

Harry Snyder, head of stock in Department R, rises to remark that he has never been late once since the day he became a Fellow-worker, June 16, 1917. Furthermore, his time cards have never needed an O. K. of any kind.

Harry is one of those quiet fellows who do their work so unobtrusively that it is hard to know they are around. He, as head of stock, handles many people at times, and has found that quiet demeanor always helps to begin a job right.

Complaints are seldom, if ever, heard about Harry's way of keeping stock. He does his work right in the first place, and then doesn't have to waste time replacing it correctly. "Do the work right the first time!" says Harry, "and everything will come out right!"

* * *

The Rubaiyat As Written in 1924

Awake! Big Benny with his raucous peal jolts you again. No matter how you feel, you must get up. Who works not, gets the hook; fate falls not for that "I-dont-want-to" spiel.

What's this? You're "under par"? You've got a "cold".

A "Chill", a "fever"? Say, those gags were old when Moses was a baby. Grab your duds; you've got to hustle if your job you'd hold!

So here's your hat, your lunch coin for the day
A swift kiss from your missus—on your way;
And try to smile. Forget "the same old grind",
The "daily drill" and things like that you say.
Remember, but that for another span
You face the game called life. And though you
Cannot guide it as you would, the ultimate
Big winner's he who played most like a man.

THE COACH.

* * *

The Buyers' Meeting

The first Buyers' Meeting of the New Year was held Jan. 4, 1924, and was a good meeting. Mr. Herbert Heyman occupied the chair in the absence of Pres. Rosenthal, and made a very creditable showing.

A most appropriate subject had been selected for discussion, "Inventories and Inventory Shortages". It was a subject that every buyer was interested in, and the discussion was long and varied.

Mr. Heyman presented the following reasons for inventory shortages:

- 1—Mistakes in the Receiving Room.
- 2—Mistakes in the Office.
- 3—Mark-down omissions.
- 4—Allowances made, but not recorded.

The selling departments, as such, were directly responsible in several ways for inventory shortages, just as much as the non-selling departments. Examples to prove this statement were quoted by Mr. Heyman.

The Buyer, as a possible source of error in inventory shortages, was also discussed thoroughly.

The discussion showed a great variety of opinion. The proper way of recording mark-downs was earnestly debated, since almost every buyer had his or her own system to take care of them.

Mr. S. Mundheim summed up by suggesting that every buyer write up his own system, so that all of them could be studied and the best method selected.

Something was learned at the meeting, and it is not too much to hope that the meetings this year will be good ones.

* * *

Mr. Heyman Heads Buyers' Association

At the January meeting of the Buyers, Mr. Herbert Heyman, Buyer in the Misses' Department was elected president for 1924, to succeed Mr. Herbert Rosenthal of the Millinery.

The choice is regarded as a very good one: Mr. Heyman has had both manufacturing and selling experience in his line of work. He has been a Fellow-worker for many years, and has become thoroughly familiar with the problems that confront an executive of our store. It may be said that he will present an interesting programme during his term of office.

Mr. Heyman is prominent in store activities, witness his efforts in behalf of the K. B. A. and also Bear Run.

Good luck to you in your new work, Herb, we know you'll make good!

* * *

Mr. Rosenthal

Mr. Herbert Rosenthal, Millinery Buyer, whose term as president of the Buyers' Association came to an end in January, leaves office with the respect of all those who took part in his programmes. He made a very interesting and good president, and his subjects of discussion were of much interest. He worked very hard on his programmes and he succeeded because he worked hard.

The Buyers were fortunate in having had him. He did his part ably, and it will not be forgotten during the coming years.

* * *

Toilet Goods

Miss Katherine McCarthy suffered a great loss in the death of her mother, Jan. 20, 1924. Deepest sympathy is extended her by her many friends.

Miss May Rogner, Floor-lady in Drugs and Toilet Goods is always on the job, rain or shine.

The Stand-by Club Meets

Fond memory brings
The light of other days.

A memorable company gathered together in the restaurant, Friday evening, February 29. They were small in number, but great in achievement. They had seen much of life, but had remained young. They had worked hard for many years, but had retained the enthusiasm that had welded them together into a great force for good. You think sixty-three a small number? No, a great number, this Veterans' Organization of The Big Store.

The Stand-By Club, as this organization is named, is composed of all Fellow-workers who have been with the firm for twenty years or more. Twenty years is a long span in life, yet the club has a service roster that begins in 1878, when Isaac Herz, Honorary President, began his career with Kaufmann's. So you see how worthwhile such an organization is. Plans had been lead sometime ago to effect a permanent organization, and it was decided to meet February 29th for a banquet and business meeting.

The banquet was the best ever planned by our Mr. W. H. Mennigke, and Mr. Stewart saw to it that the service was perfect. Mr. W. A. Paul, our Bookkeeping manager delighted the listeners with several old time songs given as only he can give them.

Mr. Charles A. Filson, toastmaster was very, very good. He divided the members into patriarchs and veterans. As he has seen forty-three years of service, he can be classed as a patriarch, but he has lost none of that youthful fire. He spoke about the character and ideals of the Founders, and brought out the point that only such ideals can bring success such as our institution has enjoyed. He pointed out how the Stand-By Club, by virtue of its long and faithful service, had been the backbone of the firm and the new heads of the firm to carry on the service and good faith.

Richard C. Walker was the first speaker, "Dick" as he has been known here has been with us for forty-five years. He referred to the pride and joy he possessed in being a Fellow-worker, and congratulated his Fellow-members upon their own service careers.

Anybody needing a good story teller should secure Mr. Isaac Hohenstein at once. "Ike" told of his first experiences in the Kaufmann store of 1881. He is proud of the fact that he was the first wrapper ever employed in the store. Then he related several incidents in his droll manner. Even the most dignified roared. His "turnover" story evoked howls of joy.

The need of friendliness among Fellow-workers was emphasized by Mr. Louis Silverstein who has been with us over twenty-five years. He spoke of how needful harmony and forbearance were among the employees. He spiced his comments with a few humorous anecdotes of the early days, and paid a beautiful tribute to the character of Mr. Morris Kaufmann.

Mr. Joseph Meyers appeared as an interloper. Joe has been called so many things that he didn't mind even this title. He took hold of it humorously, and coaxed many a laugh at his witticisms. Joe can also be serious, and it is also well to listen attentively when he drops his comic side. His wishes for a successful Stand-By Club existence were echoed by all who heard his most interesting talk.

Mr. Filson then introduced our new president and old friend, Mr. Edgar J. Kaufmann. Those who know of the deep affection existing between these two men

realized why their words held such a depth of meaning when they spoke of one another. Charles Filson has been a father to Edgar Kaufmann, and we know how happy both must be, knowing that a true friend is always near.

Mr. Kaufmann made no speech. He just talked as old friends talk when twilight comes and only the fire flames light up the room. He spoke as a man who remembers what is due those who have guided him along the path of success. He mentioned how Charles Filson, Albert Kuehn, Charles Kline, Rachel Geis, Anne Kress, Nettie McKenzie, John Lotz, John Eberle and Margaret Tinnemeyer had influenced his life for good and thanked them for all their kindnesses and good will. Mr. Kaufmann was very emphatic in stating that the Stand-By Club was the most important organization in the store, and that their influence was of profound value. He announced that the firm had granted to each Stand-By member four weeks' vacation with pay.

Each member was then presented with a very beautiful service pin by Mr. Kaufmann. It is indeed a symbol of honor, and will be proudly worn by the owners.

A business meeting was then called and the following officers to serve one year were elected: Hon. President, Isaac Herz; President, Charles A. Filson; Vice-President, Isaac Hohenstein; Secretary, Charles Kline; Treasurer Margaret Tinnemeyer; Trustees, Andrew Moffatt, Richard Walker and Albert Kuehn. The proposed constitution and by-laws were then read and adopted. The club then adjourned to meet again in annual session next February.

Charter members of the Club are:

Edgar T. Adams	Henry Kaufmann
Samuel Adelsheim	Jacob Lefridge
John B. Anthony	Katherine Linehan
Benjamin Bates	John Lotz
Minnie Beike	James Mayfield
Barney Bloom	Helen McCall
Leopold Braun	Nettie McKenzie
Jennie Durning	Caroline McKim
John Eberle	Clarence Meyer
Anna Fay	Edward A. Meyers
Charles A. Filson	Levina Miller
Thomas Flynn	Mathilda Minch
Rachel Geis	Andrew C. Moffatt
Ruben Goldstone	Mayme Murphy
Isaac Goodman	Max Odenheimer
Archie Greiner	Andrew Ondrick
Cornelius J. Hanlon	Ida Russman
Bertha Hawk	Marcy C. Smith
Louis Herman	Louis Silverstein
Isaac Herz	Samuel Simon
Saul Hirsh	Emil Smith
Isaac Hohenstein	Marie Snyder
James H. Hooper	Charles Solomon
Adam Keifer	Anna Straub
Isadore M. Keller	Margaret Tinnemeyer
Mary King	Annie Thompson
James Kirk	Richard Treganowan
Charles Kline	Marie Unruh
Phillip Kopp	Joseph Vance
Anne E. Kress	Richard Walker
Albert B. Kuehn	John White
	Maurice Weinthal

Daniel Wolfe



FROLICS

As the last bars of the tuneful melody adapted for "Kaufmann's best of all," died away in the Auditorium, Jan. 23, a most delighted audience said to one another, "The best show I've ever seen!" And it was true. A very fine and spirited programme had been put on, and less than three weeks had passed since the first rehearsal. It goes to show that the Fellow-workers can do what they set out to do and do it exceedingly well.

The affair was divided into three parts, a minstrel show, divertissements and a ballet de luxe.

THE MINSTRELS

The minstrels began the fun.

Mr. J. H. Greene was interlocutor-king, Goldie Sebenberg was prime minister, Josephine Pauley was Razzula, Jewel Foley, Jazzula, Marion Saylor played Al Jolson, Thelma Jackson was Eddie Cantor, Peggy Drake was Bert Williams, Orville Brandt was the Wild Man, Mildred Jamison was Louisville Lou, Kathryn Weixel was Mammy, Phillip Porterfield was the Baritone, and Norrina Palandri was the Ballerina.

The Wild Man began the show with a very spirited rendering of the "Tom Tom Toddle." Orville Brandt was a most wonderfully gotten-up wild man, and his work was very well received.

Then Jazzula and Razzula, indescribably comic in their dinky get-up, rambled out with the "Jail Bird Rags" as an excuse. The delighted laughter that greeted them, and the encores showed that the audience saw that this was something worth-while.

Al Jolson and Mammy put "Carolina Mammy" on the map. Al in his nobby red suit, and Mammy in a darling Aunt Jemima wrapper were greeted uproariously—they were good!

Then came the "peppy" Eddie Cantor with "Oh! Gee, Oh! Gosh". Eddie was a wise little dinky. As his partner, he picked out Louisville Lou, and the two of them did a very clever, very humorous act.

Sore sides and tired lungs were popular as the fun-artists cavorted around. A hush fell upon the as the prime minister announced the coming of his Macaronic Majesty, the King of Whamzooley. Mr. B. L. Traub was the original king, but was forced to abdicate due to the very serious illness of Mrs. Traub. Louisville

His place was taken by Mr. James H. Greene, who marched majestically on to the stage, amid the reverent obeisance of his subjects. By the way, why were his subjects like Joseph's coat? Why, because they were of many colors.

Well, court was opened, and the courtiers proceeded to take good humored flings at prominent Fellow-workers. Messrs. Greene, Weiland, Horne, Matz, Filson, Paley, Jacobi, Abbott, Clarkson, Heyman, Kuehn, Lawlor were thus remembered, and Miss McKenzie not forgotten, either.

Bert Williams sang "Unlucky Blues", and belied the world and his helper, Bert was good!

Al Jolson sang "Big, Blonde Mama", and was well received.

Bert Williams now sang the well-known "Moonshine Waltz", which went over big.

"Benny Fishy" a comic monologue was ably given by Mammy. It dealt with the efforts of a colored lady to secure insurance for her husband who was to be hanged next week. She misunderstood "beneficiary" and said all sorts of comic things. Too bad, Benny Fishy didn't get that for bits worth of insurance.

"Duna" was beautifully rendered by the Baritone. It was a song that brought many a thought of old home in away. As encore he sang "Roses of Picardy" which was very finely sung also. By special request of KDKA, Mr. Porterfield sang "Duna" again for the great audience created by the radio.

Chorus and End Men sang a most brilliant and catchy bit of melody, called the "Merry Ha Ha's". Everyone laughed with them, and hardly any other encore was so loudly demanded.

The End Men were violently scared by a ghost, (K. C. Brennen).

The fairy-like Ballarina danced "Dearest". It was gracefully and prettily done. The little lady is very clever, and will be heard of again as an artistic dancer.

Jazzula now galloped into fame with her effective "Spark Plug". I am sure that the audience along with Razz, so entirely had of the song.

A call

best of all, the walker,

melody. All the Frolickers ceased their crap-shooting, private battles and the like and joined in—and it was some cake walk. Louisville Lou won the cake, but offered to divide with those who would go to Bear Run. This brought on the finale. The Bear Run Song, beautifully sung.

(Keep on reading, I've got lots more to say!)

DIVERTISEMENTS

Part two was opened by Kaufmann's quartette, Clyde Dunn, Ernest R. Malapert, Phillip Porterfield and James H. Greene. They sang the wonderful "Winter Song" in good style. As encore they offered old Ben Jonson's tender love-song, "Drink to me only with thine Eyes". It was very, very beautifully sung. The four voices blended into a pleasant and unforgettable memory. Let us hear from you again, gentlemen of the quartette!

Ah! They're playing the "March of the Wooden Soldiers"! Must be something good coming, programme says, "Chauffeurs". There's the first one! Not so bad! Black and gold uniform looks fine! And there comes another, and another, and more yet!

Headed by Captain Katherine Claney Brennan, the Wooden Chauffeurs marched and danced their way into the hearts of everyone who saw their clever work. Assisting Mrs. Brennan were Fannie Azolin, Ida Pollock, Thelma Heck, Katherine McGraw, Margaret Mcattie, Dorothy Schmidt, Mildred Croke, Maud Oldaker, Ida Bovitch, Charlotte Sutter, Helen Wieseckel, Anna Sauers and Cecelia Dougherty. And I want to tell every one of you that these youngsters are ver!

A unique feature of this dance was the Kaufmann, where each chauffeur carried a letter of the name. The next act was the Spanish Cabaret scene, in which Margaret Munro was Flower Girl, Agnes Simpson, Sylvia Feinberg, Catherine Toler McLain, Orville Brandt, Howard Murphy, and Ira Carling were the waiters. Mr. Luther LaMotte was a uniquely efficient waiter, but why all those bottles, Luther, why tempt us so? Mr. Carling played a pretty Hawaiian melody on the steel guitar. Then Catherine McLain and Orville Brandt danced "La Paloma". It is no matter to dance this number, and it is a pleasure to say that Catherine and Orville did so well under rather trying circumstances.

(Keep on reading, here's where an overpowering drama draws nigh.)

SOMETHING HARD-BOILED

While the stage was being set for "The Egg", Ira Carling delivered a humorous monologue preparing peoples' minds for coming events. Let us pause a moment and consider this monologue. It was rumored that Harry Broida and the New Reporter wrote it. Neither could be found to verify or discredit the statement. Well, it sounds like them, they are always stirring up a mess, and then sliding out from under.

The programme beginning with "The Egg" was broadcasted by KDKA.

"The Egg", a futuristic, stirring, overpowering drama of 1974 was played by Louise Dunkel as "Irene", Clifford Edge as "Basil", and David Gorman as "Harold". The plot or yolk of the matter, if you will, deals with Irene's desire for an egg. Eggs are invaluable in 1974. Basil cannot find an egg. Harold, now Officer of the Food Police, first while lover of Irene, then as a police officer, coaxes Basil to destroy

the egg. Harold then goes to his room to die. Irene to her room to eat the smashed egg, Basil to the rear of the stage as soon as the lights go out. It was overpowering, "The Egg" was!

Mrs. Ethel Shepherd sang Bartlett's, "A Dream" and was obliged to give an encore. She has a very pleasing voice.

(More yet—keep reading!)

BALLET de LUXE

Part three was the Ballet De Luxe in the Land of Dreams.

Edith Rubinoff opened the Ballet by her humming of the "Long, Long Trail". As a humming bird, Edith takes high rank. Joined by Sophie Daniels, Kathryn Keefe, Norrina Palandri, Margaret Morgan and Mary Atkins, she began the "Dreamy Melody" dance, most admirably performed by the young ladies. Insensibly, the dance swelled to a gathering of the entire cast for "My Cretonne Girl".

Catherine McLain was Danseuse, Orville Brandt was Gavottier, Blanche Colker was Flower Girl, Katherine McGraw and Maude Oldaker were Pages, Phillip Porterfield was the singer.

Everything went well. The dance was splendid, the singing was good.

ALL THINGS END

So then came the Finale by the Ensemble, "Kaufmann's Best of All". And the laughing voices that threw the triumphant song into the memories of the spectators, were glad. Glad because they had succeeded as no one had dreamed they would. Good work, you Frolickers! You did well, very, very well!

(Keep on reading, we're soon finished.)

THE CHORUS

The chorus was simply immense! The freeness, clearness and beauty of thirty-one voices made listening a great pleasure. The Frolics owe a great deal to the Chorus—here are their names:

Rose Arndt, Martha Caskey, Margaret Frantz, Marion Fulton, Anna Litfin, Irene Maloney, Eva Poad, Madge Ruffing, Elizabeth Thoma, Mae Woods, Elizabeth Zutell, Agnes Simpson, Eleanor May, Margaret Galata, Grace Black, Aldina Fleckenstein, Tillie Wajert, Cleo Mentzer, Florence Torchia, Betty Schmidt, Laura Tracy, Victoria Voelker, Margaret Munro, Marie Nolan, Hazel Singleton, Pauline Polzer and Elizabeth Smith.

Music was furnished by Caputo's Orchestra and was of the usual excellent kind furnished by this orchestra.

Joseph Bruckmiller, Howard Murphy, Luther La Motte and Harry L. Broida are now eligible to membership in the Property Men's Union. They did nothing but work and plenty of that.

Harry Broida was also electrician. How come he didn't electrocute himself is a mystery to me, but you know Harry gets away with murder. His work was good.

Much credit is due Mr. John Rettner and his brother Howard who managed the spot-lights and stage light effects. Mr. Rettner and his brother have been connected with our Fashion Shows for about ten years, so you can see why their work was good. They're simply not used to doing any other kind of work.

The following Floormen are to be commended for their efficient help at the doors and in ushering: Messrs. H. C. Chamberlain, C. W. Marshall, J. Finn, L. F. Broecker, C. Matz, H. B. Green, S. S. Yates and Floor Superintendent W. H. Brown. You see these

boys at most of our affairs and no small share of credit is due them for their quiet help.

Miss Freda Kautz worked like a beaver on the costumes.

Mrs. Marie Snyder and Miss Catherine Onslow helped with the make-up.

The Frolics were planned and directed by Mrs. E. R. Hauser, ably assisted by Miss Nettie McKenzie. The direction was very fine, and much of the credit for the good showing made by the Frolickers goes to Mrs. Hauser and Miss McKenzie. Both worked hard and laboriously, and it is a pleasure to acknowledge that they succeeded so well.

The various committees in charge were:

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Publicity Committee

B. L. Traub, Chairman

J. H. Greene	H. Heyman
C. A. Filson	P. D. Porterfield
J. M. Meyers	Mayme Murphy
C. H. Reizenstein	Anna Graham
Louise Stephenson	Marie A. Maloney
Louise Dunkle	A. Haas

Programme Committee

H. L. Broida	H. R. Freundt
Art Work by P. D. Porterfield	

Ticket Committee

Agnes Simpson, Chairman	Ethel Clinton
I. M. Keller	George Sexton
May Rogner	Max Odenheimer
Simon Adelsheim	Marie Snyder
Dora Brodie	Ada Bittner
Laura Simpson	Rose Beresford
Ida Ernst	Jack Hanlon
Hannah B. Baxter	Frank Freeman
Margaret Saunders	Robert P. Wilcox
Catherine McLain	Margaret Curtin
Margaret McDonald	Alice Walters
Clarence Reizenstein	Martha Eckert

Costume Committee

Max Odenheimer	Elsie Evans
Margaret Furry	Elizabeth Sauers
Rebecca Furry	Grace Civetts
Agnes Hohman	Sara Vaughn
Margaret McDonough	Freda Kautz

✦ ✦ ✦

An Appreciation

The January STORAGRAM carried a story of Kaufmann's Christmas distributions to people whose circumstances were poor. Below, THE STORAGRAM publishes a letter written by one of these families. We publish it, not boastingly, but because we are glad that our Firm finds time to give a helping hand.

EDITOR.

Jan. 6, 1924.

DEAR SIR:

Just a few lines to thank you for the kindnesses you have shown towards us in sending the Christmas presents. It was surely a surprise. It brought so much joy and happiness in our home that I cannot really express it. The things you sent just fitted fine. It surely meant a lot to us. There must be a reward awaiting people who perform such kind acts. In the future, we will surely do all we can for Kaufmann's Big Store.

Wishing you a bright and prosperous New Year, we remain

(Signed by the Children)

Mr. LaMotte Back

Our genial friend, Mr. L. LaMotte of the Silk Department, is back again after an operation for appendicitis. He had a very narrow escape, and we are very glad to see him with us again.

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Lacerations and Bruises

That infection is due to a definite kind of an organism (germ) is an established fact. The skin and its layers are a natural protection against infection. Therefore an opening in the skin admits the entrance of any organism. Some organisms require oxygen for their growth and others cannot exist where oxygen is present. An example of this latter type is the tetanus germ known commonly as the lockjaw germ. It grows only where there has been a puncture wound, i.e., where the nail or instrument passes through the tissues and the surface closes over, thereby not allowing any oxygen to enter it. These small penetrations at times seem very trivial, but they are the most serious.

Infection entering through lacerations and the like may remain localized or it may become generalized. What is meant by generalized is that the germs may enter the blood stream and cause a condition commonly known as blood poisoning. Once any infection enters the blood, it may affect any joint in the body, the kidneys and especially the heart valves. An affection of this sort is usually permanent if not fatal.

When one sustains a laceration or bruise, especially here on the store premises, he should come at once to the Hospital, (no matter how trivial it may seem), where first aid can be rendered in a proper way. It has been our experience that individuals treat themselves for three or four days by pouring on these lacerations all sorts of antiseptics and only when an infection in or when the surrounding skin has been burned will they appear at the hospital for treatment.

To Summarize: When injured on store premises please report to the hospital at once. Let us take a the responsibility. If you are injured away from the store, cleanse the wound with warm water and a clean, dry gauze dressing which will keep dirt out of it until you see us the next day.

LAWRENCE WECHSLER, M.D.

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HUNTER-DAY

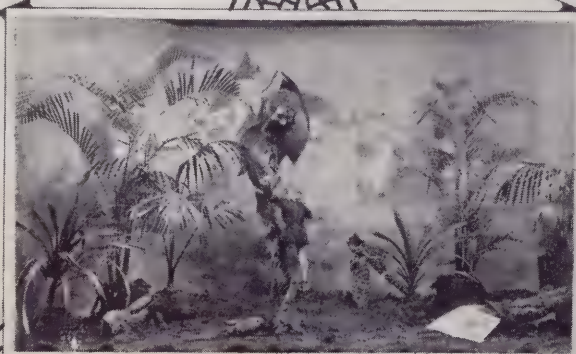
Miss Jane Hunter, assistant buyer in Gown Department, married to Mr. Frank May of Houston, Texas, Dec. 24, 1923.

Mrs. May had been a Fellow-worker for a long, long time, and was one of our most energetic and likeable assistant buyers. Her manner and expression made friends for her wherever she went. Everybody was sorry to see her go, and wishes for a successful life have been many.

The Department gave a dinner in honor of Mrs. May in the Hotel Henry, and presented her with some very beautiful silver.

Gowns won't be the same now that Lady Jane has gone. Texas is far away, but our thoughts will often wander down that way, and tell her that we miss her.

Gowns visited at the home of Miss Lela Lhotto in West Virginia, and had a most wonderful time. About and they all say that it was the best ever attended.





The Ninth Floor Millinery Work Room Banquet.

Wooden Tooth-Picks

A wooden tooth-pick is a very unsatisfactory article to use in cleaning the teeth. It is *very harmful* to the gums.

If food lodges between the teeth, a piece of dental floss or a strong thread run between the teeth will dislodge any particles. A knot tied in the middle of the thread will help to drag out whatever lodges between the teeth. Intelligent use of dental floss will not injure the gums between the teeth, and will quickly remove any food debris.

A quill or pick *may* be used when there is a tooth cavity packed with food. The delicate gum, however, should never be injured, as is done when using a pin, splinter of wood, tooth-pick, etc.

The following case will illustrate very clearly why I have written this article. Mr. A. came to my office complaining about a very sore and irritated gum around an upper molar. Upon examination, I found a soaked and swollen piece of wood, about one-sixteenth of an inch long imbedded in the gum. It had started to cause a soreness which he made worse by prodding around with a tooth-pick. Finally the irritation was so great that he came to me for relief. Ulceration of the gum is often a result of this kind of carelessness.

Teeth with cavities, or crookedly arranged teeth cause food debris to pack up against the gums. In a normal and healthy dental arch, nature has arranged things so that this cannot happen. If food lodges between your teeth, consult your dentist at once, and he will help to remedy such a condition.

G. W. NORRIS, D.D.S.

* * *

Mr. Hitchcock Is Puzzled

When the new system of counting and marking merchandise went into effect, Martha from the house-furnishing receiving room was puzzled. So she came to Mr. Hitchcock and said, "Now, here are the gold fish. Should I put pin tickets or string tickets on them?"

Last reports state that Mr. Hitchcock is still figuring it out. "Why not use a hook?"

MR. B. L. TRAUB, SALES MANAGER,
KAUFMANN'S DEP'T STORE
PITTSBURGH, PA.

Dear Sir:—

The checks mailed our prize-winners and our school were duly received.

On behalf of the school, the prize-winners and their teacher, I wish to thank you.

May I also congratulate you upon the fairness with which the contest was carried on and the stimulus thus afforded Art Pupils?

Very sincerely yours,

LEANNA WILL.

Art Teacher, Madison School,
Pittsburgh, Pa., March 1, 1924.

* * *

Mr. Evans Leaves

Mr. H. O. Evans assistant to Mr. Paley in Drugs left The Big Store, Saturday, Jan. 12th to assume a similar position with the Bailey Co. of Cleveland.

Mr. Evans had been a Fellow-worker about ten years, and was noted for his efficient work and genial good nature. THE STORAGRAM, as all his other friends, is sorry to see him go, and wishes him the best of success in his new position.

* * *

Miss McTighe Leaves

Miss Mary McTighe of the Employment Department severed her connection with The Big Store, Sat., Jan. 19th, in order to get married. In her honor, the Training, Paymaster, Time-keeping and Employment Departments gave a tin shower which surprised her very greatly.

Mary expects to change her name to Mrs. Edward Keenan in the very near future. Her very many friends in the store take this opportunity to tell her that they wish her good luck and lots of it.

A Few Words About Furniture

Furniture is a general term used to describe the fittings required to adopt houses and other buildings for our use. In addition to wood, ivory, precious stones even gold and silver have been used from the earliest times in the construction and decoration of furniture.

The kinds of objects required for furniture have varied according to the changes in manners and customs, as well as with reference to the materials able to be secured. Very few examples of ancient furniture have survived, first because the materials used were perishable in nature, secondly because in ancient times articles of furniture were very few in number. Chairs, couches, tables and beds were known, nothing else. This condition obtained virtually to modern times. During all this period of time, most peoples spent their lives in the open air, arose with the sun and went to bed as soon as darkness set in. Consequently, little need was felt for elaborate household equipment.

As indoor life and sedentary habits became more common, the influence upon the development of furniture grew more pronounced. From being massive, scarce and costly, it became light, plentiful and cheap. In all civilizations, furniture was first reserved for the great and rich. The poor possessed only the rudest and most elementary kinds. In fact, no poor man would have dared to use good furniture, even had he possessed such.

For ancient times our chief sources of information came from paintings and sculptures. Very, very few actual specimens have been preserved. The Egyptians carved and gilded their furniture, their chests and coffers were of great beauty. Assyrians and Babylonians were also very skillful in their wood carvings. Cedar and ebony were widely used, walnut and oak were known. Solomon used cedar of Lebanon.

The Greeks used furniture the original design of which was Oriental in origin, although always Greek in manner of adaptation. They used bronze very extensively. The Romans used Greek models and adapted them to their own solid ideas. Tables of marble and rare wood seem to have been a special Roman feature. In the later ages of Rome, gold and silver were quite extensively used.

In the Middle Ages, a new architecture, the Gothic or, Painted was evolved, and furniture naturally partakes of it. Most mediaeval furniture, especially that from Italy, was richly carved and gilded. Oak was very generally used. Castles and palaces rejoiced in seats or thrones with carved ends, panelled backs and projecting canopies. Bedsteads were square, resting on carved posts. Chests, coffers and caskets were beautifully made. They were the most distinctive features of mediaeval furniture in that migration from one castle to another was very frequent and such articles were very much in demand. Wood and ivory were used, and rich carvings in relief are known. Hinge and lock metal work were of a high order. The general subject of sculpture was taken from the lives of the saints and from metrical romances.

The Renaissance made a great change in the lives and manners of men, and it is reflected in the furniture of the period. It becomes more refined in type, less massive, carrying on the best traditions of classic times, as the classic ideals were so much thought of. Cabinets and panelling, for instance, took the outlines of temples and palaces. In Italy, sumptuous tables, chairs, chests, etc. were lavishly produced, and their excellence is marked. This was the age when nations became well acquainted with one another, and exchanged ideas, helping to create a definite type, so that it is rather difficult to tell just where an article of this period was made.

Pietradura, a hard inlay of pebbles, agate and other stones, oak, tortoise shell and brass were the most common materials. The subjects used for the carvings and inlay work were usually taken from classical themes. This period has many fluctuations, but finally ended with a rather gross and heavy style.

This is reflected by the furniture, although the defects mentioned cannot totally condemn the style. In the middle of the seventeenth century, there comes a change for the better. This is the period usually named after Louis XIV. Although somewhat too ornate and elaborate, there is great beauty and lightness of style in the furniture of this age. It is chiefly notable for two things, the beauty of the inlay work, and the richness of the upholstery.

All in all, the eighteenth century was the great period of furniture. Both in France and England there arose great masters such as Riesener and Chippendale whose products have never been surpassed. A perfection of detail, more delightful than ever achieved before, was accomplished. The veneering with thin woods has an extraordinary finish and smoothness. The mounts of gilded bronze, a characteristic of this period, were finished with a minute detail never rivalled. The masters of this period reached back to Grecian and Roman models and were successful, in spite of certain playing with Chinese and Gothic models. Mahogany, satinwood and other rich timbers were employed, rosewood began to be used when the century was almost at an end.

The great cabinet makers of this century, Boulle, Chippendale, Sheraton, Adams and others, left no successors. This is probably due to the fact that the age of machine-made furniture was at hand. No great artist can really reign among machinery, yet the furniture produced since machinery came in, is by no means to be despised. There came decades when atrocious things were accepted as the fashion, but common sense soon reasserts itself. The artist and designer of today sees his work multiplied and used by thousands where formerly few could afford such work. That in itself makes for better appreciation of good furniture.

In our own day, furniture is characterized by a rather successful attempt to drop the old traditions and seek inspiration from nature. How successful this will be depends upon what common sense is used in designing. It can be said that extravagances must be avoided, else furniture will become a nightmare of eccentricity.

Oak seems to be in favor again. Walnut is always popular and is the wood most demanded today.

The best period furniture recommended for the American home of today is the one named after Louis XVI. It combines grace with simplicity and fits very nicely the home of today.

In a later issue THE STORAGRAM will discuss various furniture styles and advantages derived by selecting Period Furniture. It is hoped that the present article will be of interest.

Credit is due the Furniture Department, especially Mr. N. J. Kolling, for helpful suggestions in the preparation of this article.

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Concerning B. T. Smith

Our Buyer, Mr. B. T. Smith has returned from another trip, and we 60 salesmen know that he has been away, when we look at the volume of furniture that has come in. It makes our heads swim just to calculate how much has arrived. In 15 years this has been the greatest sale preparation ever made. Judging from the stock on hand and the reasonable prices, the February Sale cannot help but be a great success.

Mr. Smith, you know we're wishing for good business as well as you—but, don't go on buying trips so often. It makes *too* much work for us.

SIXTY SUCCESSFUL SALESMEN.

* * *

Furniture Display

Please, you all-around salesman, will you keep our displays in good shape? You know as well as I do, what the old professor said—"Experience is a great deal, but appearance is *everything*."

When furniture is sensibly displayed, and in a pleasing manner, your sale is half made.

Keep your displays right!

WALTER H. SNAMAN,

Furniture Department.

(The following article was submitted too late for January, but it is good for February also. EDITOR.)

Another year has slipped from us. The passing of a year always gives rise to earnest reflection. We do not mind stepping into a new week or into a new month—but a year—well, by them we measure human life.

However, cheer up, your growing years are like the rungs of Jacob's ladder, can't you see the glories of something better at the top? If this year is as well spent as preceding ones, if business continues as favorably as in the past, and if our health continues, we will, with God's help, do things worth-while and do them smilingly.

G. J. LINDER,

Furniture Department.

* * *

A Good Thought

What will tomorrow bring? Time is opportunity. Will you use it to your profit?

If you are in earnest you will make good resolutions. Folks laugh at good resolutions. Like dishes, they seem to be made to be broken. The finer they are, the more surely they seem devoted to prompt destruction.

But dishes serve a purpose while they last. Let us, in our resolutions, serve a purpose, and make good use of Time.

LOUIS M. DEAN,

Furniture Department.

George Vanderslice also rises to remark:

They tell me that hell is paved with good resolutions. Even so, how many souls would be lost, if it were not for just those wrecked resolutions? Human fickleness dealt roughly with them, yet they made good while they lasted.

A man who never makes a good resolution is like a Ford without a starter. He never gets going.

Ask B. J. Flory, Joe Miller, or Mr. Kunde, they all have automobiles. I didn't say Fords, either.

G. H. VANDERSLICE,

Asst. Mgr., Furniture Department.

Are you ready to face another year
And make your work worth-while?
To be the happiest "Guy" alive,
Use "Push—Pep and a Smile".

Make all your resolutions,
"I WILL" not "IF I CAN",
With this determination
You'll make a better man.

* * *

Sixth Floor News

The Furniture Department is surely glad to welcome back Martha Cigrand who was compelled, due to ill-

ness, to be absent from our midst for ten weeks. It looks good to see Martha at her desk again busy as ever and the Furniture Office Girls are glad to have their little family again complete.

Mary Henkel says she never expects to get married but for some reason or other she was elated over the fact that some good Santa Claus left a cedar chest—it's not a "Hope Chest", it's a "God-knows-when" chest.

ETHEL CLINTON.

* * *

Furniture Chips

Mr. E. L. LaGrange will be ready to meet all customers.

Mr. C. H. Pirtle and his desk partner, Mr. Oscar Berglund have stamped enough sales-books to handle all their February sales. To make *quite* sure, however, they asked Mr. Jacobi to order a few thousand more.

Mr. Steve Cicela wishes to announce that he is still satisfied with his old time assistant, Nick Kolling.

Mr. John E. Lhota and his assistants are doing fine work in the shipping end. They keep cool and work sympathetically, and that is half the battle.

Messrs. L. H. Briggs and James Toler are doing nobly, as are their assistants. When the work is all done, I'm thinking that they'll feel rather lonesome.

Mr. Nicholas Kolling asks every Fellow-worker to bring him one customer for the February sale, and also all the other sales. He guarantees satisfactory prices.

Say, Kolling, send a few of those customer friends my way. Yes?

Thank you,

THEODORE KRIE

Gang, kindly write your sales checks carefully, so that we can check your orders speed needed.

J. C. WHI

F. W. LAR E.

"How's the new car, Joe?"

"Fine, but it costs a lot to keep it up!"

"Yes? How's the old one?"

"The same, th

Mr. G. W. St

He's looking fine!

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Mr. H. P. Barnes rises to

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Alice Morrison has a very good looking visitor every now and then. I think you're selfish in not introducing him, Alice.

Miss Helen Pollock must be in love, as she is always dreaming. A penny for your thoughts, Helen!

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Dining-Room Hints

Don't take another Fellow-worker's place at the counter.

Always carry a tray and avoid accidents.

Speak softly; help make the Dining Room restful.

If possible, have your change ready.

Boast your Dining Room and help make it the best in Pittsburgh.

Let's all help!

MRS. E. W. DAVIS.

✦ ✦ ✦

Notes From The Employees' Dining Room

Do you know that 75% of the Fellow-workers eat regularly in the new Dining Room? That's "some" compliment to the efficiency of Mrs. Davis and her staff.

One day, 87% of the Fellow-workers were served. Let's get busy and make it an even 100%!

Electric toasters and waffle irons are now being installed.

It is pleasant to note the disappearance of lunch wrappings from the tables. Throw them into the truck at the entrance.

New faces are seen every day, and they keep coming back! Get in line, you won't want to drop out!

Bring someone with you every day!

Creamed chicken every Wednesday!

Plate lunch every day! Believe me, this Dining Room is the soup's ladle!

We're trying to serve what *you* like. If you don't see it, let us know.

Getting your favorite salad? If not, tell us how to make it, and you'll get it.

Recipe for Reducing—Eat more green foods!

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Basement Wash-Goods Party

The girls of the Basement Wash Goods had a most glorious time at the home of Mrs. J. Bishop, Greggs, Pa., Saturday, Jan. 19th. Lunch was served at ten o'clock. Games were then played, while those so inclined danced.

Sunday, the girls "hiked" to Oakdale and back, thus developing a wonderful appetite. The girls all left for home that evening, all agreeing that they had enjoyed a very wonderful week-end.

In addition to Mrs. Bishop and her daughter Marion, the following were present, Misses Donat, Caruso, Hamil, Cohen, Sheloski, Nick, Pettinger, Horne, Cutsaw, Davis, and Knowles.

Miss Donat took first prize in the pajama party.

GRACE KNOWLES.



Mr. Max. Odenheimer, in 1900

✦ ✦ ✦

North Side Warehouse

Miss Elliott of the Drapery Department has only two more months in which to get a man. You know what year this is.

Deceased

GILBERT STOCK

Departed From This World
Of Single Blessedness
February 18, 1294

Webber, the Packer, on the Seventh Floor would like to know of a good barber, he thinks he needs a hair cut. We think he ought to get a lawn mower.

The mail boy and Webber are getting along fine now. Sylvester seems to be the better of the two and Webber admits it by keeping out of his reach.

Catherine Pascoe in the office received a very beautiful valentine. By the looks of it and the way she looks at it, it will not be long until she will be sporting a ring on the third finger of the left hand.

Dale Newmeyer of the same place put out over not receiving one, so a couple of old, but nice ones, kindly sent in care of North Side Warehouse.

We also hear that Helen Bishoff is engaged or is married. She has been looking at sewing machine and baby carriages, but when questioned about it she says she wants them for her brother. That brother stuff don't go, Helen.

Eddie Smitline of the Victrola Department has another new station the other evening, M.E.O.W. wants to know where it is located. Any person wanting to know, kindly write to the Editor of this B.

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Miss Mabel Fleming of the F. H. Co. mourns the loss of her mother, who died on January 14th. Her many friends sympathize with Miss Fleming in her great loss.

Garage Backfires

A bowling team has been formed out here, at least Erb says it is a team. Look 'em over, Erb, Gavin, Hadley, Smith, and Cole. Other likely recruits are being selected.

How about matching Geis and Bohl for a ten round decision bout? That would end that eternal argument they keep up.

Bro. Fox, gas and oil dispenser has a cold job these days, but the proverb has it that foxes like cold weather.

Kelly is still wearing that green sweater. (Now watch Kelly hunting for the Editor again, when he should argue with Bob Childs. EDITOR).

George Kennedy is one of our quiet Fellow-workers. He can route packages one hundred per cent., but give him a bowling score card and he commits treason, murder and anything else you can think of.

Mr. Jack Hanlon has consented to help bowl in the "Noon Hour Bowling Club". Well, Jack, it certainly gives you exercise enough.

I note that the Hon. Mr. Armstrong has taken to wearing a driver's cap lately. Does he think he's an express man?

Heard some talk about a basket-ball team going around. Will tell you more lately.

R. L. CHILDS.

* * *

Forbes Street Warehouse Bowling

Forbes Street drivers and shippers belittled each other's bowling ability so much that someone finally suggested that two teams be picked to settle the matter of supremacy for good. The Drivers picked the notorious "Maggie" Robinson as Captain, and he picked Hadley, Cole, and Smitt as his helpers. Goliath Erb was selected by the Shippers and he picked Garrity, Walker, Gavin, and Sup't. Hanlan. A series of games was arranged to find out which team was the best, and also to ascertain if either team was any good.

Hostilities commenced on Jan. 14, on the Climax Bowling Alleys, and gave the Shippers a good claim to being considered a real team. The scores will show that some erratic playing was shown, due, no doubt, to brutal comment from the spectators. In fact, several remarks were made that marble players had no business in a bowling hall.

Much interest has been aroused in bowling since the two teams clashed, and more games will be played. THE STORAGRAM will send a special correspondent to cover the series.

The scores:

Shippers	1st	2nd	3rd	Total	Average
Garrity	138	123	129	390	130
Walker	97	64	121	282	94
Hanlan	98	98	104	300	100
Gavin	121	111	92	324	108
Erb	146	101	98	355	118
Total	610	497	544	1651	550
Drivers	1st	2nd	3rd	Total	Average
Hadley	114	97	95	306	102
Robinson	82	77	113	272	90
White	111	82	104	297	99
Cole	100	144	98	342	114
Smitt	109	117	113	339	113
Total	516	517	523	1556	518

R. L. CHILDS.

Bowling News

The league is on its last half of the schedule, and every team is out after first place. Kaufmann's are still in fifth place, but it begins to look as if we will begin to climb very soon. Our team work is improving, and there's no reason why our averages shouldn't also.

Speaking about averages reminds me that Kaufmann's team holds the league record of high team score for a single game, namely, 494 rolled by Messrs. Craig, Thomas and Laughlin.

Mr. Edward Gerst of Wallpaper, has joined the team. He is the same left-hander who was on the team several years ago, and he is doing very nicely.

Might as well say it here. Mr. Nelson our official score-keeper, deserves a lot of credit for his many helpful suggestions. He carries good ideas around with him, that boy does! As a rooter he is always on the job.

Come and see us Tuesday nights, Davis Alleys at 8:00 o'clock. You will be very welcome.

J. H. CRAIG.

That bowling fever must be contagious. The girls out here have it now. From all accounts they had a very enjoyable evening at the Dispatch Alleys. With one exception the girls were from the Forbes St. Garage, the exception, Mrs. Gladys Hadley, wife of one of our mechanics. The line-up is:

MRS. REYNOLDS

MISS MILLER

MRS. HADLEY

MISS RUSSMAN

The feature of the evening was the bowling of Miss Cora Miller who had high score of 85 and also high score for the four games.

The scores:

	1st	2nd	3rd	4th	Total
Miller	71	85	60	75	291
Reynolds	73	48	56	63	240
Russman	54	69	49	64	236
Hadley	38	47	61	52	198

Miss Reynolds and Mrs. Hadley were paired together and lost three of the four games played. Among the spectators were, Erb, Hoffman and Kennedy.

The score was very nicely kept by Mr. John White.

R. L. CHILDS.

* * *

The Silk Department

The New Year of our Silk Department opens most auspiciously by having the pleasure of welcoming Mr. Davies, our new silk buyer to our department and store.

'Tis as easy to tell a great man by the little things as by the big ones and sometimes easier. I mean by this to take a look at our new novelty silks that have just arrived. I had realized that this is what would happen.

We are glad to see Mr. Craig, our floorman, able to be with us again, after having been sick for over a week. Also Misses Dorothy Phillips and Trixy Boyle who were among our sick list.

We wish to extend our sincerest wishes and deepest sympathy to Mrs. Heckinger over the death of her beloved mother.

Do you know how to test a man's character? If you want to test a man's character watch how he does his work. If you want to get his philosophy of life, have him talk about his work. In his work and in his attitude toward it you will find the key to his character. Am I right?

If so preserve this and make this your daily motto.

L. M. LAMOTTE.

KISSEL-NELSON

Miss Mayme Kissel of the Glove Department and

Mr. Carl Nelson of McKeesport were married Jan.

15th. Mrs. Nelson has been a very efficient and

loyal Fellow-worker, and her absence will be greatly

felt. The marriage had originally been scheduled for

last December but Mrs. Nelson thought that she ought

to stay until stock had been taken. With a spirit like

that, she should certainly be as successful a wife as

she has been a Fellow-worker.

Her associates in the Glove Department gave her

a fine send-off, and had the Department decorated in

her honor.

Mrs. Helen Freakly gave a shower in Mrs. Nelson's

honor, and everybody had a wonderful time.

Mrs. Nelson, for your many friends, The

STORAGRAM wishes you the best in life.

* * *

Won't Be Long Now

The Silk Department expects to be in their new

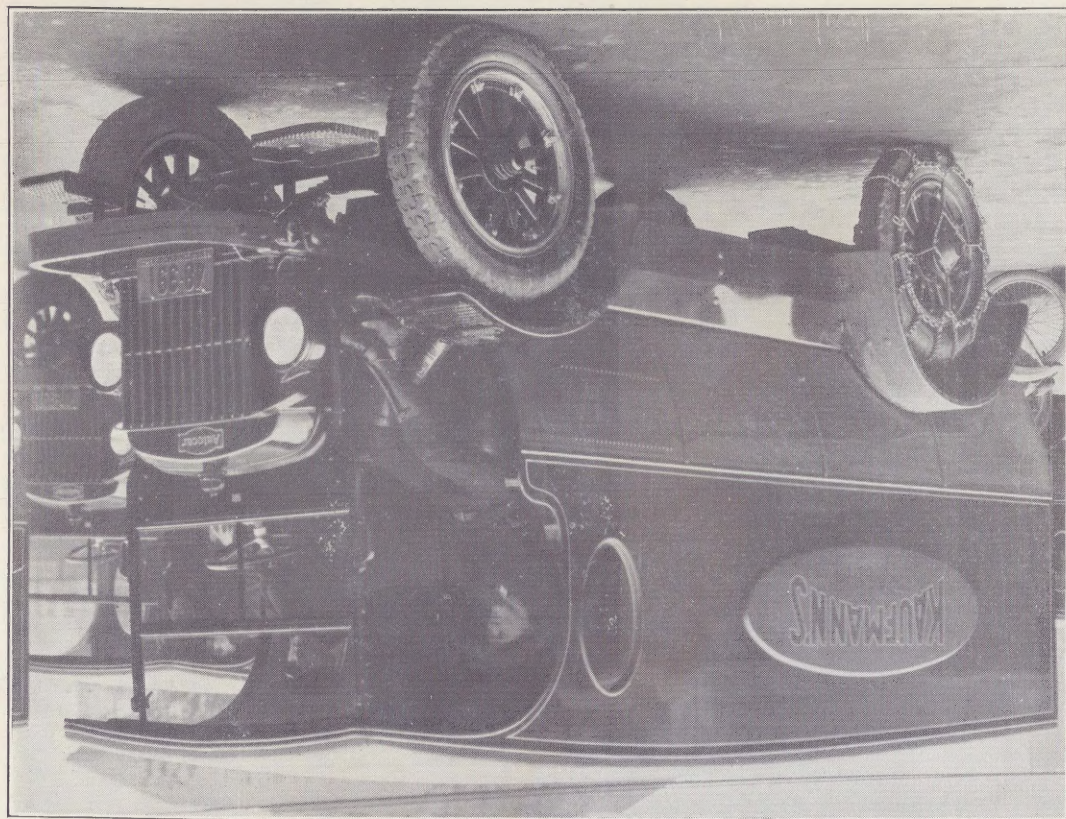
quarters by the latter part of March, (Sixth Floor).

Look out for this coming year's business, for the higher

we go the greater the business, and with our new and

successful buyer, new quarters and cooperation of all

concerned, we are going over the top.



Another Timely Club Member

* * *

"—In dust life's glory dead, and from the ground
there blossoms red, life that shall endless be."
January 15th, the mother of Miss Grace Davis of
the Sweater Department, died after a long illness.
Deepest sympathy is extended Miss Davis in her
bereavement.

* * *

After an absence of some three months, due to the
severe illness of her mother, Miss Mary Stevens has
returned to the Glove Counter. Needless to say, she
received a hearty and sincere welcome.

Welcome, Miss Stevens

The STORAGRAM has asked to hear from Fellow-
workers who have had perfect time cards. Every
Fellow-worker eligible thereto is urged to let us know
how good a time record he or she has kept. Those
who respond will be known as the "Timely Club."
Genial Dick Treganowan, our Fire Marshal, is a
contender for championship On-Time honors. Dick has
been a Fellow-Worker for over twenty years and has
never come in late. Dick's job is one that brings him
in early, and he certainly deserves full credit for those
long years of regular attendance.
Charles Hill, Floorman, also claims a little attention.
He's been here about four years, and in all that time
has never been late and has never missed a day.

FROM THE OFFICE OF THE GENERAL SUPERINTENDENT

SUBJECT: SMOKING IN THE BUILDING

To, MANAGERS, ASSISTANTS, and other EMPLOYEES

The Board of Fire Underwriters
prohibit smoking in the Store at any time.

Your co-operation in the compliance
with and enforcement of this rule is greatly desired.

You doubtless realize that the observance of this rule against smoking in the building is imperative, because it not only affords protection for the Store property, but Safety for its Patrons and you.

The Public and Employees Dining Rooms are excepted.

Kaufmann's
"The Big Store"

The Winners of Kaufmann's \$1000. Poster Contest



SECOND PRIZE
JOHN. G. CARR
CARNEGIE TECH



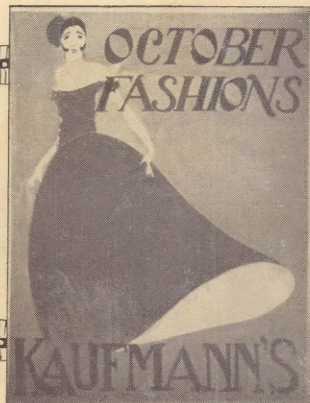
FIRST PRIZE
MARGARET SUE WEILAND
CARNEGIE TECH



THIRD PRIZE
WALTER G. DIETER
CARNEGIE TECH



FIRST PRIZE
RAY VANCE-PEABODY, H.S.



SECOND PRIZE
MARY CHENNEY - PEABODY, H.S.



THIRD PRIZE
WILMUTH MARSDEN-PEABODY, H.S.



FIRST PRIZE
ALVAN GRAHAM
MADISON
SCHOOL



SECOND PRIZE
MILLARD F. HOWSHARE - BEDFORD SCHOOL



THIRD PRIZE
ANDREW GMITER
WICKERSHAM
SCHOOL